

INTRODUCTION

Bellingen Shire Council has 5 banner poles for use on the eastern approach to Bellingen along Waterfall Way, the main thoroughfare through Bellingen. Another 5 banner poles are also situated along the Pacific Highway Urunga outside the Visitor Information Centre.

Banners are an effective means of creating a strong visual presence and will allow event organisers to promote marketing campaigns to visitors travelling through the Shire as well as to the local community. Bellingen Shire Council has established this Policy and guidelines for the design and production of banners to ensure effectiveness and safety.

DESIGN GUIDELINES

The space on banners is deemed to be a decorative medium and is not to be used as advertising for products, services or individuals.

Each banner can have a maximum of 10% of the total area allocated for direct sponsorship recognition such as a company's logo or naming rights. It is recommended that logos be placed at the bottom of the banner.

For maximum effectiveness of design, use only: -

- One bold, simple image or design.
- Very large font size, legible from a distance & against a bright sky.
- Colours that guarantee visibility against both sky and landscape.
- Include title, date and venue name only (other information detracts & clutters).
- Text as part of the established image or logo of the event.
- Avoid montages, slogans and extended text.

Council must approve banner / poster designs & dimensions **prior to manufacture**.

Approval is dependent upon compliance with the standards set out in this Policy. Designs should be submitted to Council's Corporate & Community Department a minimum of 3 weeks before the proposed installation date.

Artwork can be submitted either as colour laser mock-ups or in PDF format.

Local businesses are able to assist with design & production.

BANNER DETAILS

Banners are to be constructed to ensure suitability for attaching to poles. Standard banners are fixed along the top and weighted at the bottom therefore they require a heat-sealed or sewn sleeve at the top.

Banner dimensions are 900mm wide by 2020mm long (see diagram overleaf).

Banners remain the property of the hirer & can be reused providing they are deemed in good condition by Bellingen Shire Council. The Shire does not accept any responsibility for lost, stolen or damaged banners.

NB: Applicants will be required to provide their own banners.

INSURANCE

All banner pole users must have Public Liability Insurance for \$10m and **include Bellingen Shire Council as an interested party.**

BOOKINGS

Application forms for the Bellingen Shire banner poles are available from Council's Customer Service or from Council's website www.bellingen.nsw.gov.au

Bookings should be made well in advance of the required date of use to ensure availability.

Applications must be received at least **2 weeks before the date of use.**

Bookings will be confirmed only if:

- artwork has been received and approved by Bellingen Shire Council
- the booking dates required are available
- a copy of your current certificate of Public Liability Insurance is attached to your booking form.

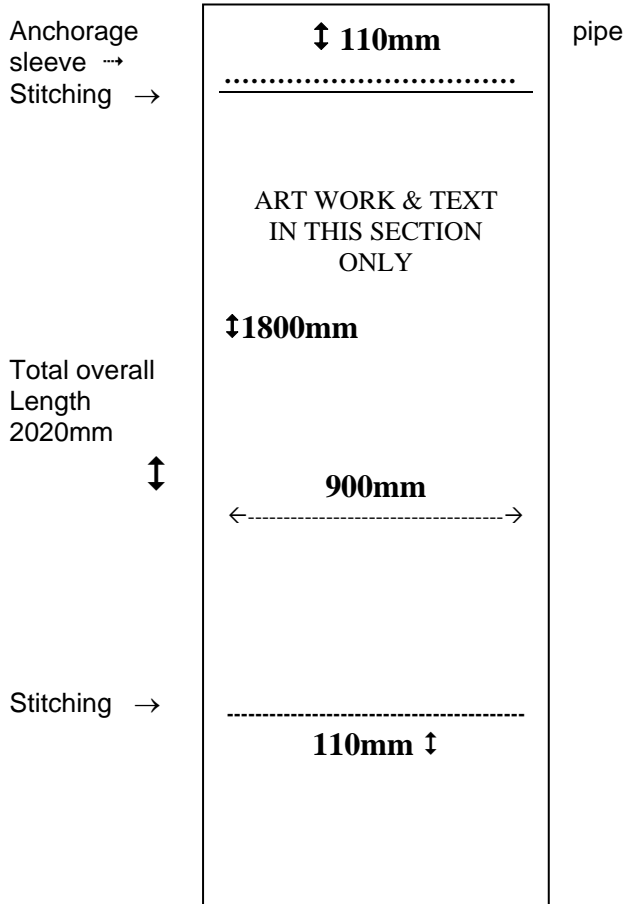
INSTALLATION & DISMANTLING

The Fernmount Rural Fire Service is available to install & dismantle poles for a small donation.

Contact:

Graham Martindale on 0402 281 897.

BANNER DIMENSIONS



Bellingen Shire Council
Email: council@bellingen.nsw.gov.au
Web: www.bellingen.nsw.gov.au
General Enquiries and Bookings
(02) 6655 7300



**Bellingen Shire
Council**

BANNER POLE BOOKING GUIDELINES